

**UTAH CTE SKILL CERTIFICATION
PERFORMANCE EVALUATION
Retailing – TEST #407**

The performance evaluation **is a required component of the skill certification process**. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of **80% (moderately to highly skilled level)**.
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), **“Y” (Y=YES)** is recorded on the performance summary evaluation form. If a student **does not** achieve 80% (moderately to highly skilled level), then **“N” (N=NO)** is recorded on the summary sheet for that objective.
- All performance objectives **MUST** be completed and evaluated prior to the written test.
- The teacher will bubble in **“A”** on the answer sheet for item **#81** for students who have achieved **“Y”** on **ALL performance objectives**.
- The teacher will bubble in **“B”** on the answer sheet for item **#81** for students who have **ONE or more “N’s”** on the performance objectives.
- The signed summary evaluation sheet(s) **MUST** be kept in the teacher’s file for two years.
- A copy is also kept on file with the school’s CTE skills certification testing coordinator for two years.

Students who achieve 80% (moderately to highly skilled) on the **four (4) performance objectives they have chosen from the list of eight (8) choices**, and 80% on the written test, will be issued a CTE skill certificate.

Please print clearly:

I, _____, certify that _____, who is a student at
(Teacher Name) (Student Name)
_____, has mastered each of the following standards and objectives at an 80% or
(School Name)
higher level.

Academic Standards and Objectives

- _____ **08.0705-01** **Standard: Students will have an understanding of the retailing business and the fundamentals of both store and non-store retailing.**
- 0101 Objective: Understand retail marketing and its benefits.
- 0102 Objective: Understand types of retail businesses and retail ownership.
- 0103 Objective: Understand the types of store-based and service retailers.
- 0104 Objective: Understand e-tailing and non-store retailing.
- _____ **08.0705-02** **Standard: Students will have an understanding of the components and decisions involved in the operation of a retail store.**
- 0201 Objective: Understand the retail market strategy.
- 0202 Objective: Understand merchandise planning in retailing.
- 0203 Objective: Understand the buying and pricing of merchandise.
- 0204 Objective: Understand how retailers select locations and sites for their stores.

_____ 08.0705-03	Standard:	Students will have an understanding of the mechanics of operating a retail store.
0301	Objective:	Understand how retailers create store image and promote sales through design and visual merchandising.
0302	Objective:	Understand the different methods of promotion and advertising used in retailing strategies.
0303	Objective:	Understand the importance of selling in the retail process.
0304	Objective:	Understand the importance of good customer service.
0305	Objective:	Understand the role of the store manager.
_____ 08.0705-04	Standard:	Students will have an understanding of careers in retailing and how to prepare for a job.
0401	Objective:	Understand the different retail careers as well as personal traits and skills needed for a retail career.
0402	Objective:	Understand steps to be taken in starting a retail career.
0403	Objective:	Understand how to be successful in obtaining and keeping a retail job.

Performance Objectives

Students will select and complete **four (4)** of the **eight (8)** performance objectives to fulfill the state requirement for performance. One performance objective should be chosen from each standard. Indicate which of the competencies have been completed below.

- PO-01 _____ Students will choose a retailer in the United States and research what products it sells, who the competitors are, how it got started, and how the business operates.
- PO-02 _____ Students will choose a product and then show the channels of distribution that might be used for this product.
- PO-03 _____ Students will use target marketing techniques to define the target market for a specialty retail store in their area.
- PO-04 _____ Students will analyze the merchandise plan for a retail store and recommend changes or improvements for the store.
- PO-05 _____ Design a retail store layout or blueprint identifying different types of displays.
- PO-06 _____ Design a retail sales promotion for a product or service.
- PO-07 _____ Choose a successful person involved in retailing and research personal qualities, aptitudes, and skills this person has which make him/her successful.
- PO-08 _____ Prepare a resume, which will include personal information, position you are seeking, work experience, education, involvement in extra activities, and references.

_____ Teacher's Signature	_____ Date	_____ Student's Signature	_____ Date
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